



Special Purchase of Rare 1940/50s School Knickers

We are pleased to announce that we have been able to acquire a very limited stock of genuine 1940s school knickers.

These long-legged knickers are available in various colours. Some have pockets let into the side seam. They are labelled "Montfort" or "Miss Montfort" and some have the wartime and post-war Utility Mark label. Some have original price tags attached (6/11d). This is a unique opportunity for collectors of school memorabilia to own a pair of these fascinating garments. Price £25. Colours/hip sizes available: Navy 32"; Brown 36", 40", 44"; Green 32", 40"; Light blue 36", 40"; Lincoln Green 32", 36".

1950s School Knickers. Also ex-shop stock; not as long in the leg, but much fuller than the standard ones. Price £25. Colours/sizes: Brown 36", 40", 44"; Dark Green 36", 40"; Pale Green 44".

Standard School Knickers (see inset photo overleaf), unchanged since the 1960s, with elasticated waist and legs and white cotton gusset lining, are available in navy blue, bottle green, grey, maroon, black and white at £8 per pair. Sizes Medium, Large. All sizes/colours available in unlimited quantities.

Our young model is wearing a pair of brown 1940s school knickers with matching brown 1960s gymslip, Aristoc Harmony Point stockings in black, and metal suspenders.

*The Wildfire Club, B.M. Elegance, London W.C.1. (full address).
Tel: 0181 989 0281. Telephone orders welcome, Credit cards accepted.*

The Wildfire Club is pleased to announce some exciting special purchases of vintage girls' school clothing. With the exception of our standard school knickers (shown in inset picture on left), everything on this leaflet is in very limited supply. Cheques will be returned if order unsuccessful.

Special Purchase of School Blazers

Very finest quality fully lined woollen girls' school blazers. Originally sold for £85 in Harrods. A few only available at £50. Brand new condition, ex-shop stock.

Style A: Brown with gold edging, as pictured, only with "Lawnside" embroidered on breast pocket with crest of a hand holding a rose. Women's sizes 14, 16, 18, 20. Made by Beau Brummel for Harrods.

Style B: Grey with gold piping. PPS embroidered on breast pocket. Labelled Harrods. Women's size 16 only.

1960s GYMSLIPS

Beautifully made 1960s gymslips by Elizabeth, brand new with original labels. Very few available, first come, first served. All at £45.

Dark Green: size 33 (fits women's size 8), 36 (fits size 10) 39 (size 12).

Brown: size 36 only (fits women's size 12)

Note the Channel 4 documentary on the Wildfire Club is now expected to appear on Sept 21st.



New Lady NEWS



STOCKINGS UNDER EROS

Miss Martindale, head of New Lady, brings fully-fashioned stockings to the attention of press and television.

In an unusual demonstration in Piccadilly Circus under the shadow of Eros, Miss Martindale and two other girls burned a pair of tights and publicly put on fully fashioned stockings.

The event was televised and Miss Martindale gave a television interview. She said it was a protest against the destruction of femininity.

"The age that began with the burning of bras ends with the burning of tights".

Commented *The Daily Telegraph*: "Tights may be the practical choice for hosiery, but they will never surpass the glamour of stockings. Marianne Martindale approaches the whole subject with missionary zeal. Her company, New Lady, has restored an original stocking-making machine to produce nylons in the traditional way, seam and all."

Miss Martindale's comment: "I can't think why people persist in calling tights *practical*. They are unhygienic and they are always slipping down. Real stockings with a good suspender belt or girdle are the every-day choice for glamour and practicality."

NEW LADY BRANCHES OUT

New Lady began life as a company selling stockings. It began because we were looking for Aristoc Harmony Points for our own use (we always dress in 1950s style) and acquired £1500 worth! Well, with that many we had to share them and we found people all over the country want to wear the Real Thing. Then

came our own New Lady fully-fashioned nylons, and we sold a suspender belt and a girdle to hold them up! With this new catalogue you will see we are going much further. Real knickers (hard to find these days), a wide choice of suspender belts and girdles all with metal clips, other lingerie and even outer garments in beautiful, glamorous 1950s styles and gorgeous, ultra-sophisticated 1930s-style *haute couture*. Our aim is to serve the New Lady who wants to return to femininity and classic style, just as we do.



GOLD BOWS: Rare Aristoc Harmony points with decorated ankles.

And, perhaps most exciting of all, we have found stocks of special Harmony Points with gold bows embroidered on the ankles. These are genuine Harmony Point Decorated for evening wear, and are very rare indeed.

ARISTOC NEWS!

Good news for all admirers of real Aristoc stockings. New Lady have been fortunate enough to acquire new stocks of the much-coveted Harmony Point, so we shall be able to go on supplying them for a while longer. We have also acquired rare supplies of Aristoc Tango stockings—seamless traditional stockings with reinforced toe and heel.

New Lady PRICE LIST

Code	Description of Item	Price
Stockings		
NL1	New Lady Nylons (S, M, L, XL in Black, Mid-Tan, Slate & Bitter Choc.)	£10
NL2	New Lady Undergrads (Sizes and colours as above—two pairs £15; three pairs £21)	£8
XS	New Lady Crystal Sheen (Small, Medium, Large, X-Large in Black or Natural)	£5
CS	New Lady Contrast Seams (Small, Medium, Large in Champagne/Black only)	£7
F	New Lady Fishnet Stockings (S/M, M/L in unseamed; S/M, M/L in seamed)	Unseamed £4 Seamed £5
<i>Details of Aristoc Stock correct at time of printing</i>		
HP	Aristoc Harmony Point (S, M, L in Black, Mink, Allure; S, M in Slate)	Black £16 Other colours £15
HPB	Aristoc Harmony Point—with bow motif on heel (M in Black; few in S, L)	£18
T	Aristoc Tango—seamless, reinforced heel and toe (S, M, L in Black, Mink, Mid-Tan)	Black £15 Other Colours £14

Stockings Accessory

FN	Forever Nylons	£9
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Ready to Wear Underwear

Knickers:

FB1	Nylon Full Knickers	£10
V8413	Deep Cotton Knickers	£6
WS120	Eyelet Cotton Knickers	£7
CB1	Regulation Cotton School Knickers	£8
NB1	Nylon School Knickers	£10
SB1	Cuffed Leg School Knickers	£10
B8	Directoire Knickers—Celanese	£25
A14	French Knickers—nylon lace trim	£15

Pantie Girdles:

547	High Waist Strong Pantie	£23
548	High Waist Strong Pantie—long leg	£24
417	New High Waist Lightweight Pantie	£17

Suspender Belts:

CB4	Poly/Cotton Hip Belt Hookside	£20
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SB200	Satin Hookside Hip Belt	£21
463	Poly/Cotton Hookside Hip Belt	£18

Girdles:

G528	Roll-on Girdle (no longer available in black)	£12
SLXN1	Open Girdle	£22
2660	Firm Control Girdle—with zip	£58
2697	Firm Control Girdle—without zip	£57
G207	Satin Panel Girdle	£30
762	Gayslant High Line Zip Girdle	£48

Corselettes:

SLMX151	Pantie Corselette	£38
SLMX150	Open Corselette	£38
2600	18hr. Firm Control Open Corselette	£74

Petticoats:

B6	Celanese Round Neck Slip	£26
RS1	Opera Top Nylon Underslip	£23
A15	Lace Trimmed Opera Top Underslip	£29
NS1	Built Up Shoulder Nylon Slip	£23
A16	Built Up Shoulder Nylon Slip	£30

Made-to-measure 1950S Clothes

CI1	Dress and Matching Jacket	£149
CI2	1950s Wide Skirt	£79
CI3	Wide Petticoat (Below knee, above knee and mini)	£40
CI4	Classic Full-skirted Dress	£110
CI5	Silk Cocktail Dress	£129

Made-to-measure Maid's Uniforms

MD1	Classic Parlourmaid's Dress	£90
MD2	French Maid's Dress	£85
MD3	Mini-skirted Maid's Dress	£80
PA	Parlourmaid's Apron	£45
HA	Heart-shaped Apron	£25
PHA	Petite Heart-shaped Apron	£25

High Fashion Shoes

SP14	PVC 4" Court £29;	SP24	One-strap £34;	SP34	Two-strap £39
SP15	PVC 5" Court £34;	SP25	One-strap £39;	SP35	Two-strap £44
SL14	Leather 4" Ct. £54;	SL24	One-strap £59;	SL34	Two-strap £64
SL15	Leather 5" Ct. £59;	SL25	One-strap £64;	SL35	Two-strap £69

On Order Form: state colour choice and whether matt or patent leather.

Sizing: 4" heels from size 4 to 12; 5" heels from size 5 to 12.

Made-to-measure Lingerie

Basques:

BQ46/C31	Black embossed panelling Basque	£150
BQ47/C31A	Black lace over ivory Basque	£150

Corselettes:

CL37/C31	Black embossed Corselette	£125
CL38/C31A	Black lace over ivory Corselette	£125

Brassieres:

LBR43/C31	Black embossed Long-line Brassiere	£64
LBR44/C31A	Black lace over ivory Long-line Brassiere	£64
MBR42/C31	Black embossed Mid-length Brassiere	£60
MBR42A/C31A	Black lace over ivory Mid-length Brassiere	£60

Girdles:

G50	Black embossed panelled Girdle	£70
G51	Black lace over ivory panelled Girdle	£70

Suspender Belts:

S26	Black embossed panelled Suspender Belt	£64
S27	Black lace over ivory Suspender Belt	£64

Matching Knickers:

FB18	Black embossed Full Briefs	£30
FB19	Black lace over ivory Full Briefs	£30

Six suspenders: add £3; Eight suspenders: add £6; Ten suspenders: add £9

Extras

The Great American Pin-Up—Book
The Great American Pin-Up—Postcard Set

£40 + £5
extra
postage

Sizing Guide for Ready-made Underwear:

Dress	Bust	Waist	Hips		Dress	Bust	Waist	Hips	
12	34"	24"	36"	M or WMS	20	42"	32"	44"	XL or OS
14	36"	26"	38"	M or WMS	22	44"	34"	46"	XL or XOS
16	38"	28"	40"	L or WX	24	46"	38"	48"	XL/XXL/XOS
18	40"	30"	42"	L or OS	26	48"	38"	50"	XXL/XXOS

Postage

Great Britain & Ireland: Orders under £50 add £2. Over £50 add £5.
Europe: add £1 to the above. **Outside Europe:** Double the above.

Stockings Direct from the 1950s

Some questions and answers about New Lady

Q. Is it really true that New Lady is an all-girl company that lives as far as possible in the 1950s?

A. Pretty much. For all the girls involved it is part of a whole way of life, not just a business. In fact the business grew out of the way of life, not the other way round.

*We don't watch television or read newspapers. We do have 1950s magazines like *Picture Post*, *Filmgoer* and *Woman's Own* 'delivered' every week. We watch up-to-date (i.e. 1950s) films. Listen to 1950s music, drive 1950s cars, wear 1950s clothes—*

Q. Including fully-fashioned stockings?

A. Of course. In fact, that is how we became involved with them. We needed them for our own use and you couldn't buy them in the shops.

Q. Are all your girls old enough to remember the '50s?

A. Goodness no! Most are in their 20s and 30s, but they admire the image of the 1950s as a time of grace and goodness and femininity.

Q. So—that 1950s bakelite telephone you are using in the picture—you really use it for business?

A. Nothing else. Any time you ring in an order or an enquiry the girl on the other end will be talking on a 'phone like that.

Q. And wearing fully-fashioned stockings. But if you don't read newspapers or watch television, how do you keep up with the news?

A. We watch the Pathé newsreel at our private cinema every week. Last week we saw Grace Kelly arrive in Monaco to become a princess.



The oak-panelled New Lady office, complete with real telephone. Everything is done just as if the 1950s had never ended.

Q. Is it true that you won't sell tights or pantie-hose?

A. Yes. We could make more money if we would sell tights, but we won't sell anything we don't believe in. As I said, it is more than a business to us.

We aren't just selling stockings. We are selling charm and glamour and femininity. We are trying to tell people that femininity is not a thing of the past, it is a thing of the future. A wonderful, healing thing that women must not be afraid to return to.

It is a thing that this tired old world really needs.

For all enquiries, telephone 0181 989 0281. New Lady Nylons—Never be caught without them!

New Lady

NYLONS

Whatever happened to nylon stockings?

Every one knows that the 1940s and '50s were *the* era for feminine glamour.

And every one who can remember them knows that 1940s and '50s stockings had that unmistakable something that made them exquisitely sensual to wear, to see and to touch.

And the stockings you can buy in the shops—even the best and most expensive—are nothing like them.

Why not?

Real 1940s and '50s nylons were *fully fashioned*. They were made from wonderfully silky non-stretch, gossamer nylon fabric (so they couldn't be 'one-size'). They were made to the shape of the leg, just as a tailor cuts clothes to the shape of the body, and were finally seamed up the back. The seam was an essential part of the stocking's construction—it was the seam that held it together—unlike modern 'seamed' stockings which are knitted in a tube shape and the 'seam' is merely an added decoration.

Real fully-fashioned stockings are unmistakeable in look and feel. They set a standard in stocking glamour that has never been equalled.

Until five years ago Aristoc still made real fully-fashioned stockings on 1940s machinery. When this machinery was declared obsolete, fully fashioned stockings finally became unobtainable.

Now, at last, New Lady is making genuine fully-fashioned nylons available again.

*"Never be
caught without
them!"*





The point-heel that gave Aristoc Harmony Point their name.

New Lady NYLONS

New Lady Nylons are manufactured today on authentic 1950s machinery reconditioned to the original standard.

Modern machinery can turn out 20 times as many stockings per working day (one reason why real fully-fashioned stockings are comparatively expensive).

But it cannot imitate the exquisite look and feel of genuine traditional nylons.

It has taken four years of work and experimentation to learn to operate this complex equipment; but we are confident you will feel it was time and trouble well spent.

New Lady Nylons are at present available in *Black* and *Mid-Tan* with point-heels as illustrated. Sizes are small, medium and large. New colours and styles will be added to our range shortly, and all our customers will be informed of developments as they happen.



Aristoc Harmony Point: Are they gone forever?

This is a question many stocking connoisseurs have been asking for years.

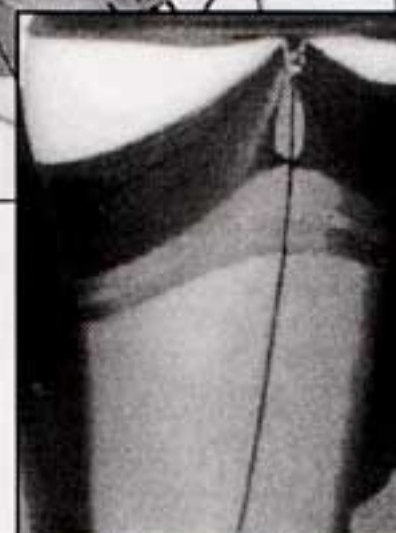
And the answer is—well, yes and not quite.

It is a long time since Harmony Point have been available in the shops. There were rumours of a bid to buy up and refurbish the machinery, but that has fallen through and it is now highly unlikely

that Harmony Point will ever be produced again.

The only good news is that we at *New Lady* have managed to acquire limited stocks of original Aristoc Harmony Point stockings in most sizes and colours.

These stocks are selling rapidly and once exhausted are unlikely ever to be replaced.



The authentic seamed construction accounts for the characteristic "hole" in the welt of real stockings

The Stockings

All our nylons at a glance

1. *New Lady 1950s Stockings*: The true classic 1950s stocking reborn. Genuine fully fashioned seamed stockings with the English-style point-heel made in the traditional way. Available in *black* and *mid-tan*.
2. *Sweet Caroline* Genuine fully-fashioned seamed stockings imported from America with the American-style Cuban heel. Available in *natural* flesh-tone.

3. *Aristoc Harmony Point Stockings*—while stock(ing)s last! Positively the final appearance of this much-loved British fully-fashioned stocking. *Black*, *Grey*, *Flesh* and *Mink*.
4. *New Lady Crystal-Sheen Stockings*. Manufactured by modern methods with a sewn-on seam, they are a cheaper alternative to true fully-fashioned nylons. Made of ultra-fine yarn, giving a glass-like sheen to the leg, they are a "second best" that is better than most girls' "first-best" stockings.
5. *New Lady Fishnet Stockings*. Deliciously alluring, a classic stocking that provides another inexpensive alternative.

Authentic Undergarments

Real stockings demand *chic*, sophisticated support that really works.

Most shops sell flimsy nylon suspenders that slip down over the hips after an hour's wear. And of course they have silly plastic suspender-clips.

Search further and you may find P.V.C. corsets suitable for science-fiction films of a rather dubious character and any number of other oddities.

New Lady supplies authentic 1950s-style undergarments of style and quality, fitted with those lovely but almost-impossible-to-get metal suspenders.

These garments are of the highest quality, durable and beautifully finished. Suitable attire for the *New Lady*.



Satin-panel Girdle

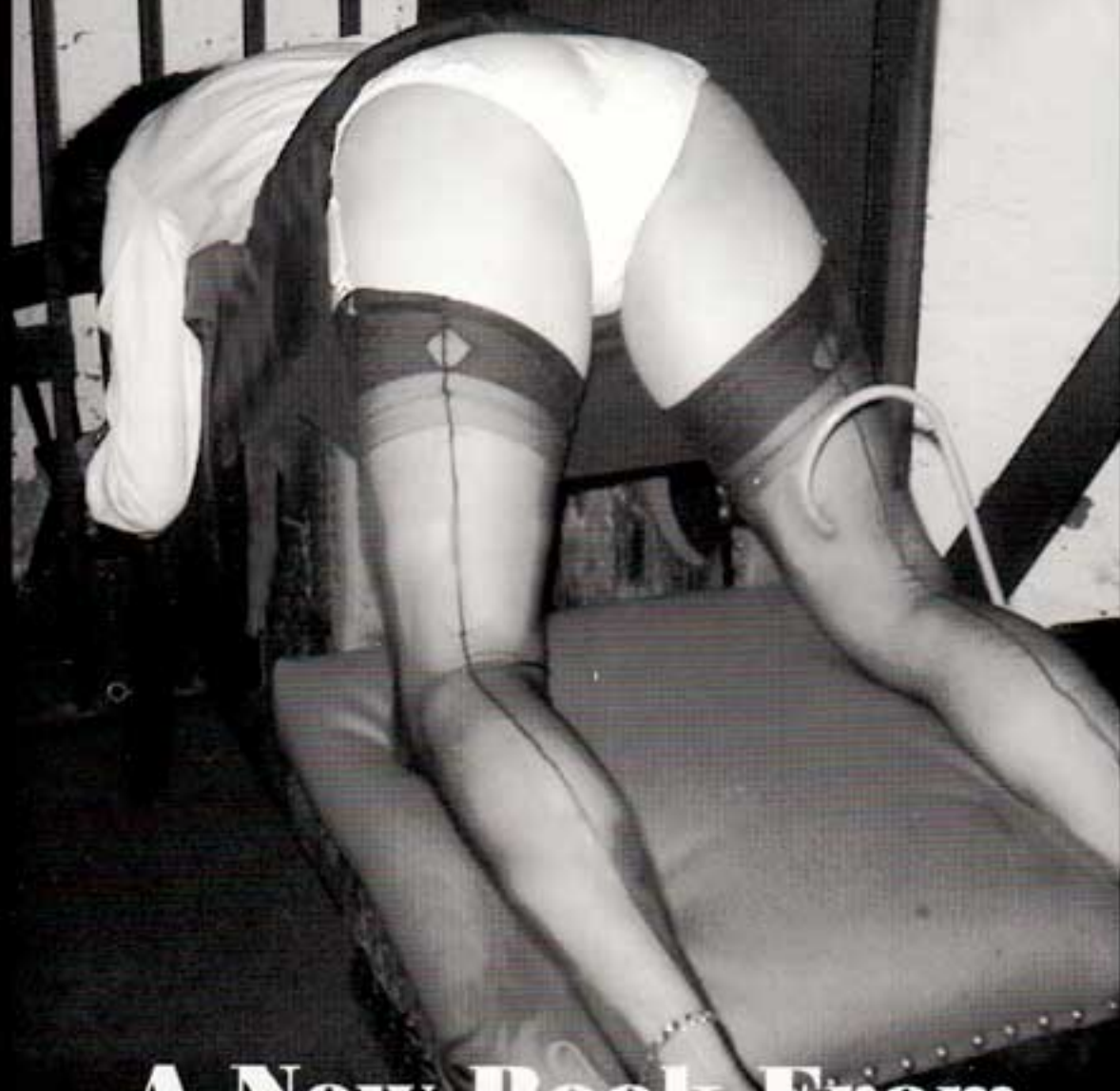
Traditional hook-side girdle for moderate figure control. Most girls need a little support, and it shows if they don't get it! This girdle has a satin front panel with radiating Art Deco ribbon decorations, six small bones in the front, two long bones in the back and 1" wide suspenders with shiny zinc suspender-clips.



Cotton Suspender Belt

Deep cotton suspender belt with *broderie Anglaise* front panel, in white with pale blue embroidered decorations and all-round lace edging. The suspenders are three-quarters of an inch wide with white enamelled metal suspender-clips and matching adjustment tabs.

THE HOUSE OF CORRECTION *for Wayward Girls*



**A New Book From
*The Wildfire Club***



THE HOUSE OF CORRECTION

A new anthology of female discipline featuring seven stories never published before.

Within the austere surroundings of the House of Correction, young girls spend their days in fear of mistresses who take exquisite pleasure in the administration of the strap and cane or in sentencing them to be bound over the public whipping-bench for the dreaded birch.

Other stories include *Piano Lessons*, the story of a music teacher who believes her adult pupils should be subject to old-fashioned discipline, *Blonde Discipline*, a short, whimsical entry by the renowned Miss Regina Snow, *Miss Daubney's Protégée*, which depicts in detail a severe schoolgirl caning, and several other stories including an able sequel to Miss Snow's *Miss Prism*, *Librarian* (which may be found in our earlier anthology *Disciplined Ladies*). The sequel is by newcomer Angela Inslip,

and we take pleasure in presenting an extract from this long and fascinating story:

To be caned by the Headmistress at school is a possibility that one must accept, though I had been lucky enough to avoid it. To be caned by one's Mistress is a punishment that, for a maidservant, is all too likely. But to be caned by a maidservant is a shaming experience, and particularly painful when the caning is administered by a servant who is bent upon revenging herself for the punishments she herself has received as a result of one's own reports and recommendations.

"You may choose between eight strokes with the nursery cane, six with the schoolroom cane, or three with the Governess cane; the nursery cane you will be given with your knickers down; for the other canes I shall allow you their protection. Which is it to be?"

I knew from having watched Isobel being punished that even the nursery cane, light though it was, produced a vicious sting; the schoolroom cane, a longer and rather heavier instrument, I had experienced myself when being punished by Miss Prism; the Governess cane was a really fearsome thing, which resulted in excruciating pain and extensive bruising. Hesitantly, I chose the schoolroom cane.

Next morning Isobel appeared again, trim in her parlourmaid's uniform, and carrying the schoolroom cane. I, of course was in my old school uniform. Despite her earlier promise to allow me my knickers, she pulled them down to expose the bare flesh.

Using the skill acquired from experience, she laid on the first three strokes precisely and neatly upon the weals resulting from Miss Prism's caning thirty-six hours earlier, and then moved her position slightly to enable her to lay on the second three strokes at an angle, so that they crossed the first group. I do not know how I managed to count the strokes and remain bent over the bed, but I did, just.

The House of Correction, hardback, 112pp. Price £20 inc. p&p



UNIFORM INTERNATIONAL

Schoolgirl uniforms from all over the British world, including Australia and South Africa. Current issue (no.2) includes the story of a girl whose cousin/best friend is placed over her as a mistress in college and shows that their friendship makes no difference to her authority by making an example of her with the cane.



MAGAZINES

Three new all-female spanking magazines are now available.

UNIFORM COLOUR COLLECTION

Britain's first and only all-colour spanking magazine. The current issue (no.2) includes a photo-feature with five uniformed girls at a reformatory, and sells at twelve pounds and fifty new pence.



STRICTLY UNIFORMS

Continues, now having reached its ninth issue and is available from us. *Strictly uniforms* and *Uniform International* are £10 each.

All three magazines plus the Submissive Susie photostet can be bought for £40, a saving of four pounds and fifty new pence. Back issues are also available on request.

NOTE some customers have complained that having subscribed to magazines they have received nothing for their money. Please note that we are not connected with the publishers of these magazines and can only guarantee that orders placed with the Wildfire Club will be fulfilled.



DOCUMENTARY SUCCESS!

Possible Follow-Up Discussed

THE WILDFIRE CLUB's television documentary, entitled *A Weekend at Miss Martindale's*, was highly successful. Despite the fact that, owing to the "sensitive" nature of the disciplinary scenes, it was shown after midnight, it had an audience of over one million two hundred thousand viewers. The film presented Aristasian life very much as it would be experienced by a group of girls visiting the Embassy for a weekend.

Viewing figures were unusually high for a Channel 4 film at this time of night, and as a result of this success, negotiations are in progress for a possible second documentary which would show Aristasia less from an "outsider's" point of view and more wholly from within. Don't hold your breath while you wait for the new documentary though: last time the period from first negotiation to final screening was over eighteen months.

TWO NEW AUDIO DREAMS

We are happy to announce two new additions to the *Audio Dreams* collection.

AUDIO DREAM 15 is all about St. Bride's School, a boarding school for grown-up girls in the far west of Ireland. This school really existed some ten years ago (it was extensively reported in newspapers and on television all over the world, so you may remember hearing about it) and was one of the earliest Aristasian ventures. Side one explains how the school was organised, its uniforms rules etc, and gives a fascinating insight into the reality of a real boarding school where grown-up girls really lived under strict discipline twenty-four hours a day. Side two gives a detailed account of a particular punishment. Discipline between girls was a regular feature of the school, and it was not only the mistresses that wielded the strap. This story shows how a girl might even, under certain circumstances be disciplined by one of her juniors. £5-0-0

AUDIO DREAM 16 is a mixed bag. The first side is once more set at St. Bride's and tells a real-life story of the caning of two girls. Not discipline among girls this time, but a real, frightening, waiting-outside-the-mistress's-study formal caning. One girl, as she waits, hears the terrifying sounds of another girl receiving three searing strokes, knowing that her own sentence is eight. The story is told from the mistress's point of view, indicating her pleasure in making her punishments as effective as possible, both physically and psychologically. Side 2 is pure fantasy, and one of the few Wildfire stories to feature a whip. A maidservant in the 1920s is soundly flogged in traditional style. £5-0-0

DISCIPLINED LADIES

An exciting new collection of stories edited by Miss Marianne Martindale herself, including a long story by the Editress entitled *Miss Bethune's Rule*, so far Miss Martindale's only personal venture into the sphere of disciplinary fiction.

The primary contributor is the celebrated Miss Regina Snow who has an enthrallingly severe tale of a strict, re-civilised future entitled *Miss Prism, Librarian* and a long story entitled *Years of Grace* (formerly *Autumn of Awakening*). This first appeared as an hour-long cassette tape, (mostly for the American market) ending with the promise "to be continued". Now the story is complete, and tells of the breathtaking experiences of a modern girl fascinated by the idea of discipline, whose whole life is transformed by an older woman.

Three newcomers, Celia Grant, Julie Hutton and Rosalind Turner, each contribute stories, giving us two schoolgirl pieces featuring the cane and a story (based on actual events) of a Victorian governess.

"At assembly all Angela could think about was the fact that she would be the centre of attention in the same place at three o'clock that afternoon. This feeling was intensified when the headmistress announced that all were to assemble in Great Hall at a quarter to three to witness a public caning. An excited buzz circulated around Great Hall at this news. This was the first public punishment in the Academy's history. Miss Eagleton had restored corporal punishment with a vengeance." **Angela Gets A Caning** by Rosalind Turner

Hardback 144pp Demy 8vo £20-0-0 inc. p&p.



EXTRA HEAVY SENIOR SCHOOL CANES

We have a small supply of extra-heavy senior school canes. These are made of the usual (not "Victorian") rattan, but are thick, heavy and quite stiff (though still somewhat flexible). Ideal for a stiff "whacking" punishment. £16 each plus the usual £2 packing.

"NEW" SCHOOL KNICKERS WITH POCKET

We have been fortunate enough to obtain some more genuine unused 1940s school knickers. These ones have, as well as the long 1940s leg, a small pocket on the front and are brand-named *Phitrite*. Available in bottle green and brown, hip sizes 32", 36", 40" and 42" we also have a few *white* Phitrite school knickers, with short cuffed legs and no pocket, probably 1950s. size 40" only. All £25 each. Please telephone before ordering.

DOCUMENTARY VIDEO

For the few of you unfortunate enough to have missed the documentary there is a V.H.S. video available, including the documentary and several of Miss Martindale's other television appearances. This is *not* a regular product and will be offered one time only. £25.

INFORMATION PLEASE: *Experiences of the use of the strap/tawse on the hands by females on females urgently required for new study. Please contact us with any narratives/information. Confidentiality guaranteed.*